

Profile

of BLUE CROSS-BLUE SHIELD of FLORIDA

July 1968

In this Issue:

Dedication Activities

Employees Club Expansion

Communication is an Art

Sales Meeting



Profile

Vol. I, No. 1

July, 1968

Published monthly for the employees,
their families, and friends of



BLUE CROSS OF FLORIDA, INC.
BLUE SHIELD OF FLORIDA, INC.

532 Riverside Avenue
Jacksonville, Florida 32201

Staff

Editor Carole Utley
Public Relations Department

Henry Zittrower
First Floor Mail Room

Mike McFarland
Second Floor Enrollment

Ron Ivey
Third Floor Medicare B

Sandi Hill
Fourth Floor Medicare A

Martha Zipperer
Fifth Floor Medicare B

Tommie Curry
Seventh Floor Blue Shield Claims

Harvey Goldstein
Eighth Floor Control Room

Gayle Ogletree
Ninth Floor Underwriting

Mae Hodges
Tenth Floor Executive

Member

Northeast Florida Industrial
Editors Association

Southern Council of Industrial
Editors

International Council of
Industrial Editors

ABOUT THE COVER

These hands, installing the plaque which was unveiled at the building dedication ceremony April 28, are symbolic of the many hands of Blue Cross and Blue Shield employees which have served Florida through the years.

The installation of the plaque is the culmination of all Open House and Dedication activities which began April 20 and concluded May 5.

Displayed in various areas of the building for visitors and tour groups to view, the plaque was officially unveiled during the ceremony by State Insurance Commissioner of Florida, Broward Williams.

Workmen are shown on the cover installing the plaque on May 29.

It is bronze with the Cross and Shield in blue.

A Building Directory will soon be installed in the lobby on the opposite wall.



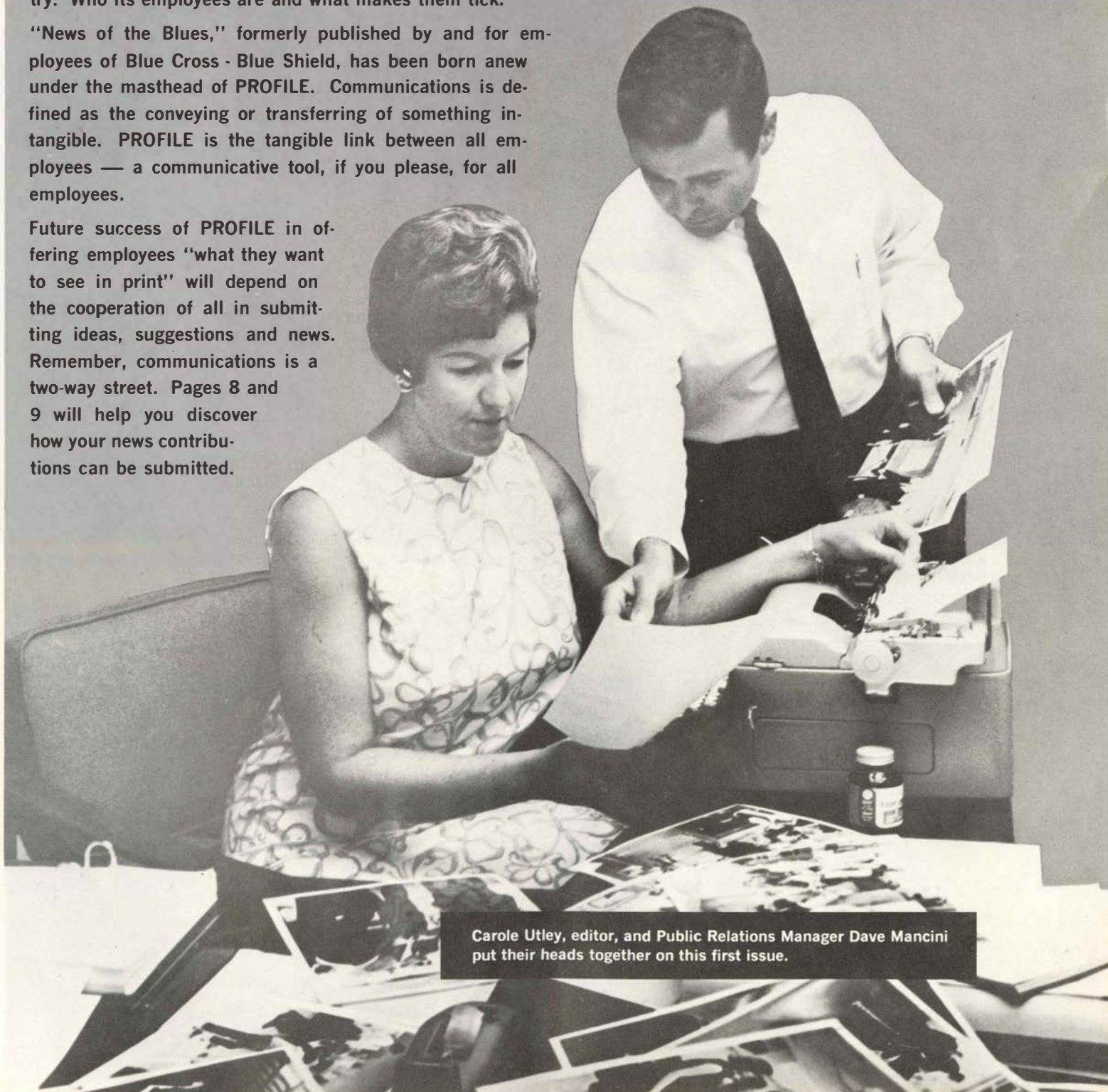
INTRODUCING PROFILE

pro-file 'pro-fil n 1: a representation of something in outline; 2: a concise biographical sketch syn contour, silhouette.

According to Webster, profile is — "A representation of something in outline . . . " That something in this instance is Blue Cross - Blue Shield. How it lives and breathes. Why it is a forerunner in the industry. Who its employees are and what makes them tick.

"News of the Blues," formerly published by and for employees of Blue Cross - Blue Shield, has been born anew under the masthead of PROFILE. Communications is defined as the conveying or transferring of something intangible. PROFILE is the tangible link between all employees — a communicative tool, if you please, for all employees.

Future success of PROFILE in offering employees "what they want to see in print" will depend on the cooperation of all in submitting ideas, suggestions and news. Remember, communications is a two-way street. Pages 8 and 9 will help you discover how your news contributions can be submitted.



Carole Utley, editor, and Public Relations Manager Dave Mancini put their heads together on this first issue.

They came...They saw...We



A last minute look at the Welcome booklet, given to all visitors, and the tour program, by the hostesses before employees and their families began arriving.



The "generation gap" was apparent as the first visitors arrived on April 20.

conquered

with everything from
lollipops to
electronics

Employee
Open House

APRIL 20 - 21



Johnnie Byrd, Medicare B, reminds the youngsters not to leave the building without their lollipops.

Traffic flow almost came to a standstill as guests of all ages stopped for a closer look at computed operations — eighth floor.





Blue Shield President Dr. Warren Quillian addresses the overflow crowd at the Dedication Ceremonies.



A standing ovation greeted State Insurance Commissioner Broward Williams who told the crowd, "You (Blue Cross-Blue Shield) are the insurance company of Florida."

Mr. Williams, center, and Donald Schroder, right, found J. W. Herbert's closing remarks quite humorous. Don Schroder, son of Executive Director H. A. Schroder, also spoke at the ceremonies, representing the Florida Hospital Association of which he is President.





The first Floridian ever to have Blue Cross, H. Plant Osborne, Sr., right, attended the Dedication and stayed for a tour of the building and the reception. Center is C. DeWitt Miller, a past president of Blue Cross for 16 years. Dr. Quillian is on the left.

Dedication

APRIL 28

Frank Kelly, Chairman of the Board of Blue Cross of Florida, Dr. Quillian, H. A. Schroder and Mr. Williams, left to right, surround the plaque just after its unveiling.



Standing from the left are Mrs. H. A. Schroder, Betty Collins, Mr. Schroder, Mr. W. W. Munnerlyn, and Mrs. J. W. Herbert enjoying a chat at the reception following the Dedication Ceremony.



Public Relations Manager Dave Mancini greeted guests as they entered the reception room and gave them a brief history of Blue Cross - Blue Shield before they joined a tour group.



"I can walk it myself," said this game little lad who insisted he take the full tour along with his parents. Here he inspects the new IBM 9370 in the Printing Department which prints up to 25,000 copies per hour. At the right, the general public had many questions to ask the hostesses concerning the variety of teletype equipment and its unique operations. This particular query concerned the Southern Bell system and how it connects BC/BS with hospitals throughout the state.

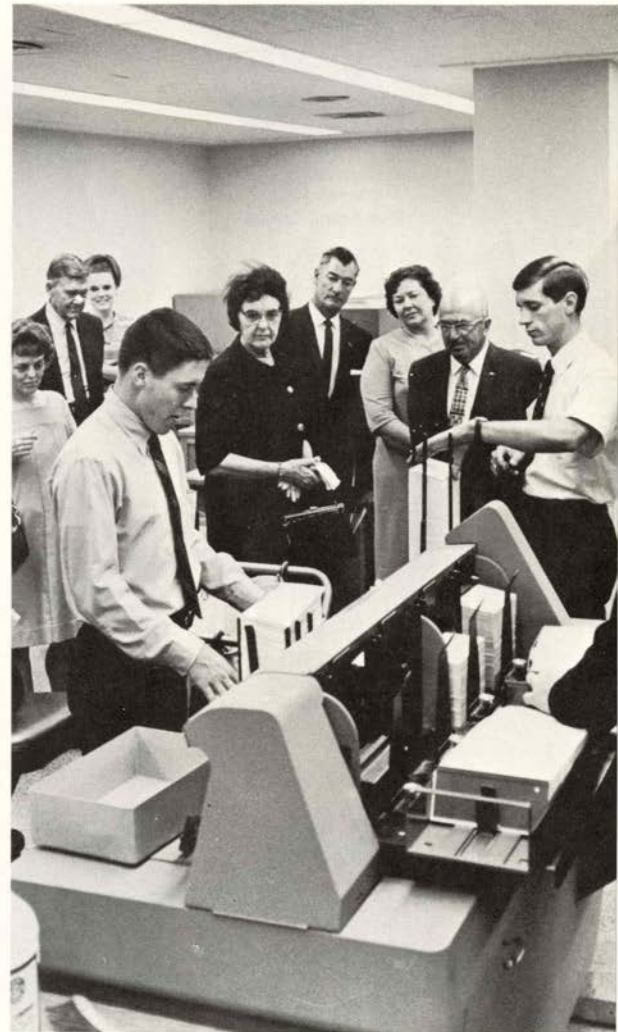




"This card is inserted in the Rapid-Dial teletype, and simply by depressing buttons, hospitals throughout the state can be reached instantaneously and automatically," explains Wire Room Supervisor Del Detrick.

Public Open House

MAY 5



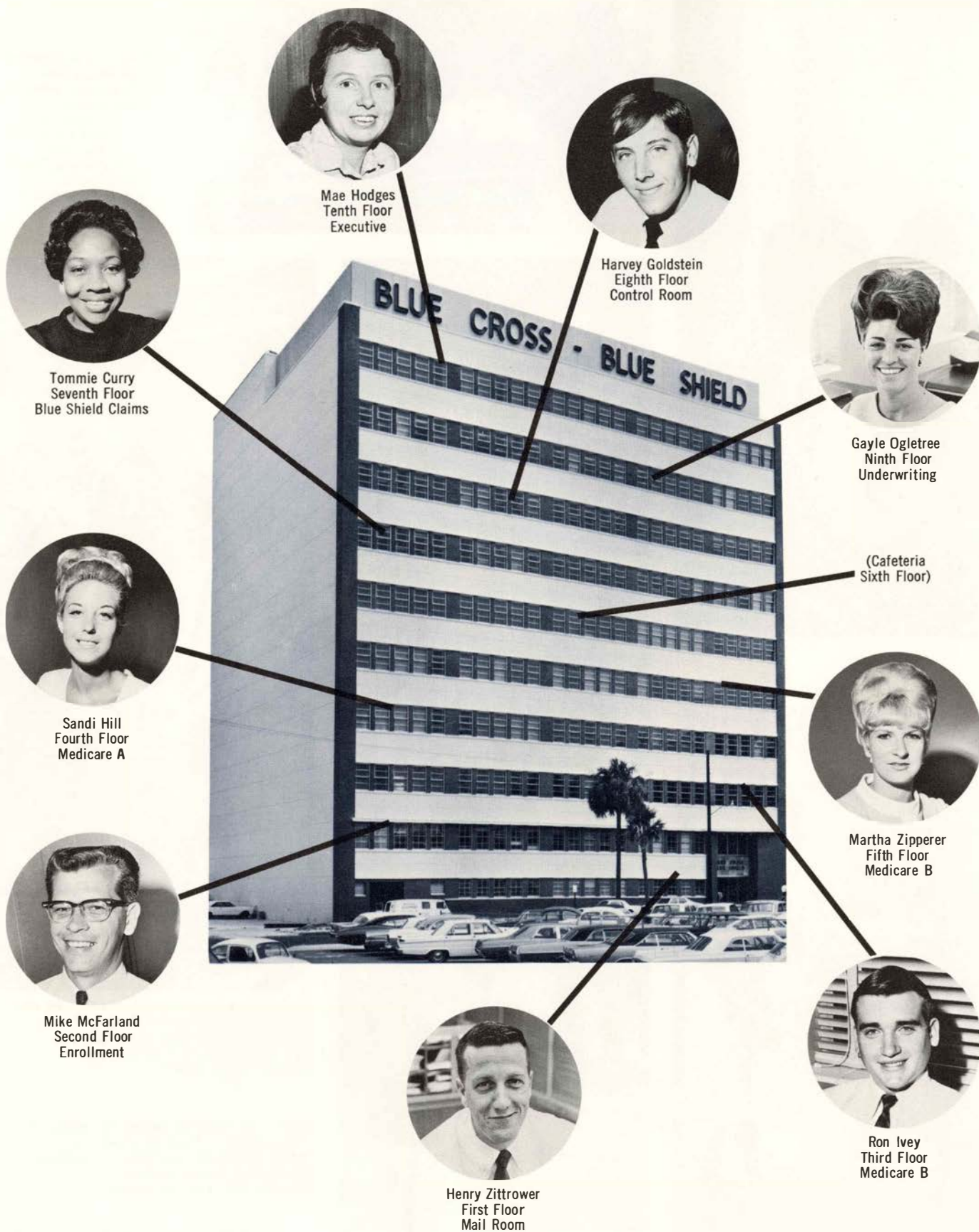
Everyone was interested in watching this interesting machine in the first floor Mailroom where they were told 513,000 pieces of mail are sent out each month.



Even J. W. Herbert joined the ranks of "tour guide." Here he points out how a computer operates in the Data Processing Department to his son, Bill, and his family.

(Continued on Inside Back Cover)

New Employees Club Floor Re



Blue Cross-Blue Shield PERSONNEL...ITIES



A warm hand of welcome is extended to Colin Armstrong by BC/BS Personnel Director W. T. Gibson as he and his wife, Joyce, and two-year old Susan and six-months old Paul arrived at Imeson Airport in Jacksonville on May 6 from London. Data Processing Vice President C. A. Rivers also greets the Londoners.

When asked how he and his family were enjoying their new life here in Jacksonville, he replied "We're 'loovin' it here."

John Bridle and his wife, Karen, were the second English family to arrive in Jacksonville where John will assume his new job with BC/BS. They flew in a month and two days after the Armstrongs and here, they look lovingly at their five-months old son, Mark.

Colin was the first of five Englishmen recruited by Mr. Rivers to arrive in the U.S. and he has assumed the position of computer systems analyst with the BC/BS Data Processing Department as has John. Three more of their fellow countrymen will follow in their footsteps and will be featured in next month's issue of PROFILE.

They are five of 80 Englishmen hired by 12 BC/BS Plans throughout the country. Because of a critical short-

age of skilled personnel resulting from extensive systems redesign, the Plans extended their search to England after unsuccessful efforts to secure competent personnel in various American cities.

Colin was formerly with the Chrysler Corporation in Newcastle, near London, and John was with ICT (comparable with IBM) in London for five years.



John Bridle and family.

DCT AWARD GOES TO BLUE CROSS-BLUE SHIELD



Flanking Marie Wilkins are JoAnn Winslow, left, and Geneva Gray, right, with the DCT plaque presented to Blue Cross - Blue Shield for participation in the DCT program in cooperation with Jacksonville's schools.

Geneva presented the plaque to Marie at an employer-employee coffee May 14 at the Andrew Jackson High School where she is a student. She plans to further her education next fall but currently works half a day in the Federal Claims Department with Marie and JoAnn.

Presently a Ribault Senior High student, JoAnn also works half a day with Marie and will remain a full time employee after her graduation.

The Florida Cooperative Education Clubs' plaque will be retained in the Personnel Department which hires several of these Diversified Cooperative Training students for part time work. With the experience already gained in their training programs, they are definite assets to the company when becoming full time personnel following their graduation.

Of the 23 students now employed in the DCT program, all but three are planning to become permanent employees.

OPEN HOUSE DRAWS SOUTHERN EMPLOYEES

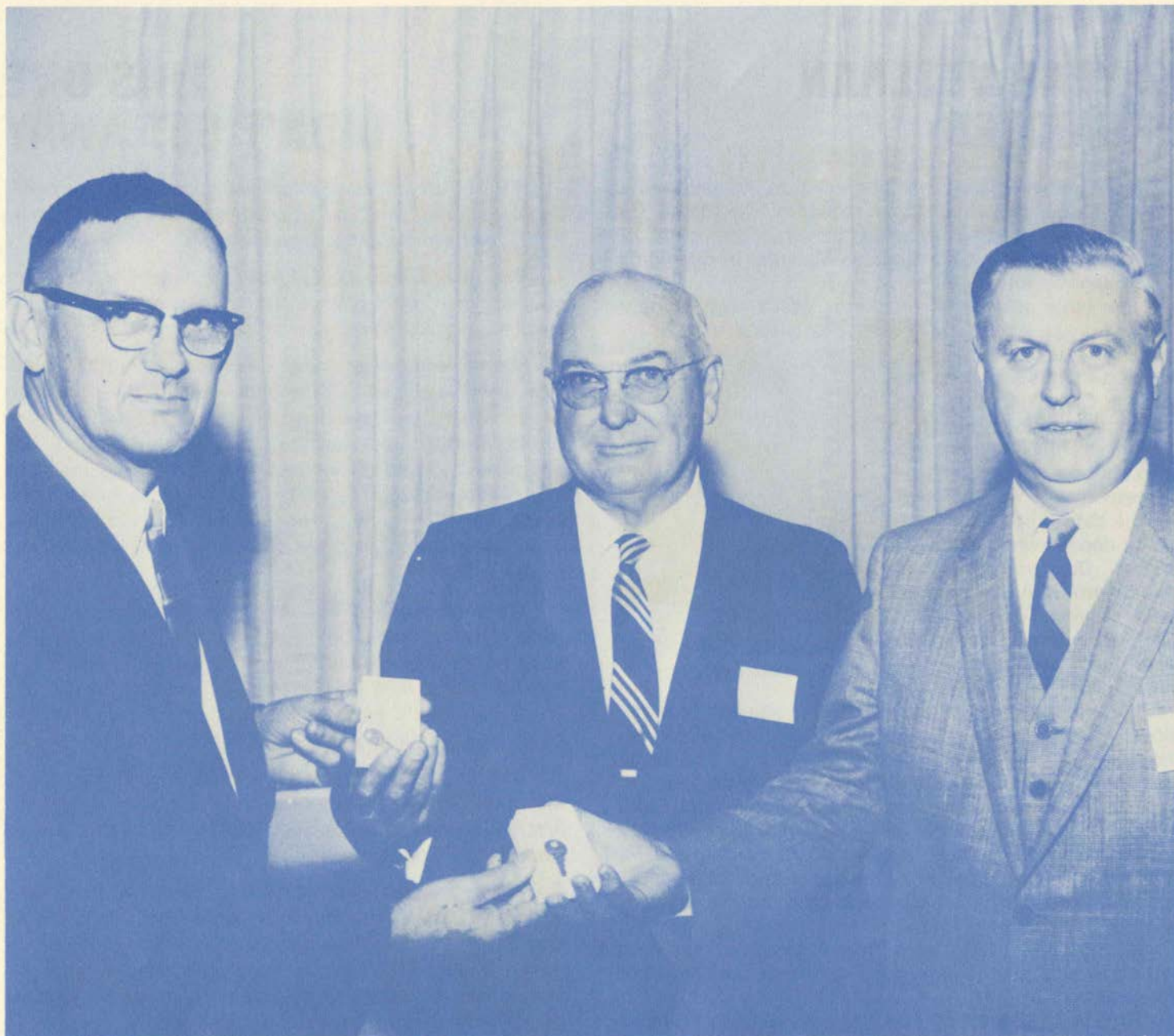
All the girls from the Ft. Pierce office traveled nearly 300 miles northward for the Employee Open House April 20-21. All two, that is. When asked how many girls worked in their office, they replied, "We're it!"

Virginia Dykes and Mary Altman came in Saturday afternoon enthusiastically looking forward to a tour of the new building and were personally guided through by Public Relations' Bill Peaks. While visiting the tenth floor they were greeted by BC/BS Executive Director H. A. Schroder who showed them around his office area.

These were the only out of town employees who made their presence known at this function, although several of the employees' families from outside Jacksonville made the trip to see the new building first hand. Said one of the girl's grandmothers, slightly out of breath after completing the hour-long tour, "It was well worth the trip just to see your beautiful building."



Mr. Schroder was caught by the roving photographer as he chatted with visitors from the Ft. Pierce BC/BS office, Virginia Dykes, left, and Mary Altman.



"Turning over the keys" to management is a symbolic ceremony performed by contractors and architects when a new building is completed.

No exception to the rule, Stewart Roberts, representing the firm of Saxelbye and Powell, architects for the new building, presents gold keys to H. A. Schroder, center, and J. W. Herbert, right.

The key presentations were made at a banquet on February 29, marking completion of the new building.

The "key" speaker, Mr. Schroder, spoke to an audience of representatives of the firms instrumental in the construction, including the architect, engineering firms of Smith Hardaker & Huddleston, and W. L. Tribble & As-

sociates, and the Daniel Construction Company.

It was a long, hard grind from February, 1967 when steel girders were just arriving at 532 Riverside Avenue, to February, 1968 when the building was topped off with the large revolving Blue Cross - Blue Shield sign.

A slide-film program concluded the evening's festivities. This production by Public Relations Manager "Cecil B." D. Mancini included slides dating back to the inception of the new building, its construction progress, and its completion.

Local Jacksonville songstress Betty Arnold provided the audio part of the program (on tape), with songs befitting the pictures with a generous measure of levity thrown in.

17-YEAR VETERAN PROMOTED

Mrs. Helen Pollock was promoted to Administrative Assistant to J. D. Lewis, Administrator of the Claims Division, on June 1. She has served our organization for 17 years working most of that time as Manager of tabulating and keypunch functions.

The large growth of our firm, which was brought about in large part by Medicare, has caused a need for greater mutual understanding between Claims and Data Processing Divisions. Mrs. Pollock's promotion is an effort toward accomplishing this end.

In her new position, she will be responsible for coordinating the data processing needs of the departments within the Claims Division which includes work with the programming requests and modifications, daily operational problems, and personnel education.



Helen Pollock

Looking back to January, 1951 when she was first employed in the tabulating department, she then worked in the Seminole Building downtown. In April of that same year the offices moved into the Riverside Avenue location. During that time, unit record equipment only was used and 12 people handled the job. Five years later the first computer, the 650 Model, was added to the department for card input only, eliminating the use of application cards for claims processing. A statistical card file was created, keeping 21 employees busy.

In 1961, two 1401's were "hired" to convert the card system to tape. At this time the department had grown to 35 employees.

Then in 1966 the first 360 was acquired and 96 other employees along with Mrs. Pollock handled this segment of the business. This complex area now utilizes 286 employees.

At the employee Christmas party in 1951 Mrs. Pollock was elected President of the Employees Club for the 1952 term, and that same year was named the first "Miss Blue Cross" of the year.

She and her husband have one son who is an engineer in Macon, Georgia, and they have three grandchildren. She is still an active member of the Data Processing Managers Association of which she was a charter member prior to joining the company in 1951.

As Mr. Schroder stated in his announcement of Mrs. Pollock's promotion, "We are confident that her experience, loyalty and pleasant manner will be very beneficial to our claims operations."

THIS ONE DIDN'T GET AWAY

If Bart Barry appeared slightly haggard doing his maintenance chores when he came to work on Monday, May 27, he had every right to look that way.

Two days before on Saturday he fought a battle for over an hour with one of the largest nemeses of the deep — a dusky shark.

Shown here, he is almost dwarfed by the 10'8" creature which weighed 575 pounds. When the shark hit Bart's line he was standing on the pier at Little Talbot Island, north of Jacksonville Beach about 30 miles. He was almost yanked off his feet, and after struggling for a few minutes it became evident he could never land the shark from that height. He turned over the pole to another fisherman, ran down the pier, and the pole was thrown to him.

From then on, it was Bart's determination against odds of more than 400 pounds over his weight pulling against him. Using an 80 pound Dacron test line, the duel between them went on for over an hour before the big shark was finally gaffed and pulled in. Incidentally, he used a big chunk of shark's meat for bait.

Bart is a member of the Jacksonville Beach Shark Club and presently serves as Treasurer. He caught his first shark, one of three, just last year, and this newest catch is his first this year.

Ed. Note: While this story was being written, Bart walked into the office and reported he had landed one on May 31, this time off the Jacksonville Beach pier. He reported it was 8'9", weighed over 200 pounds, and this time it was a "lemon" shark, deriving its name from its yellowish-green skin and its disposition.



Bart Barry and friend.

representatives

Sponsored by the Jacksonville employees to promote fellowship and encourage a spirit of cooperation among employees, the Employees Club has come up with a new modus operandi to accomplish its objectives.

Club President Jack McAbee has announced the selection of a representative for each floor in order to give each employee an opportunity to express his thoughts concerning Club functions, offer suggestions, etc.

In addition to serving as a "sounding board" these floor representatives have accepted the responsibility of serving as "reporters" for each floor, gathering news from their particular department and area and channeling it to the editor of PROFILE.

Each representative will have one or two assistants to help in obtaining news from various areas in which he or she might have little or no contact.

It is anticipated that in this manner all employees will have a voice in communicating with other employees throughout the building. PROFILE will attempt to utilize as much information as possible which is reported by the representatives.

Club Officers will also be available to accept news items of interest. Jack McAbee is located on the seventh floor along with Secretary Susan Tison and Treasurer Claudia Commo. Vice President Julian McKenzie is situated on the ninth floor.

Floor representatives are pictured here in the respective areas which they will cover.

Two out of three International Council Members are Blue Cross-Blue Shield administrative personnel

An 11-nation International Federation of Voluntary Health Service Funds was established in Sydney, Australia at the Second International Conference on Voluntary Health Insurance.

Walter J. McNerney, president of the Blue Cross Association, and John W. Castellucci, president of the National Association of Blue Shield Plans, were elected as two of the three U. S. Representatives on the Federation's Council of Management, which will have the powers of management of the Federation.

A third member of the Council is George M. Melcher, Jr., M.D., president of Group Health Insurance, Inc., New York City.

The Federation was officially incorporated as a non-profit organization "to assist individuals in obtaining health services" and "to promote the development and study of voluntary non-profit health services throughout the world."



John W. Castellucci



Walter J. McNerney

COMMUNICATION: A basic need

by JANE HOLT, Public Relations Department

Communication is defined as the conveying or transferring of something intangible. It is the "horse shoe nail" of all human relationships. The proverbial kingdom that was lost for the want of the nail, and all cooperative human experiences are futile without communication.

I am not speaking of communication via the generally accepted man-made media; but of physical, mental and emotional communication that is inherent in the order of nature — the giving and receiving of awareness. Communication can be voluntary or involuntary — positive or negative. The quality of the ideas expressed is as vital to our relationships as the fact of their transmission.

All living things communicate — a mother cat chirps to her kittens of security and discipline; the lightning bug beguiles his mate with his flickering candle; a wolf raises the hackles on his back to quietly signal that danger is near; even fish communicate in some silent and mysterious way. These lower orders of life rely upon their ability to communicate as a means of self-preservation.

The heritage of mankind is a refinement of the natural media — superior mentality, more emotional latitude, more highly educated physical senses. But, it seems that, as man has progressed in civilization, in knowledge and technical skill, he has neglected the art of human awareness.

Possessed of the greatest medical knowledge in history, man impairs its effectiveness by neglecting the healing balm of compassion expressed by a word, a look or a touch.

In a highly civilized society that embraces monogamy and eulogizes the family unit, man undermines those

very relationships by failing to communicate emotionally with his family.

Education, once reserved for the privileged few, is now available to the masses. But without mental and emotional communication between teacher and pupil, the spoken and written words become the blunted tools of mutual frustration.

Our tremendous businesses and financial institutions employ the most modern and efficient methods and equipment that man's ingenuity can produce — sleeping giants that can be activated to their potential only by a sustained and sympathetic flow of communication between the business and its people.

I believe that we are beginning to recognize consciously what our little brothers of the lower orders know instinctively — the importance of communication — and that we will eventually be able to crown our achievements with a concentrated reactivation of human awareness.

But — to be truly successful in our joint endeavors, we must also recognize the deadly effects of involuntary negative communication. Because we are able to communicate on a mental level, attitudes can be subconsciously transmitted and intuitively received. The sensing of negative attitudes is damaging to the emotional equilibrium of any person, and can be devastating to children.

So, while we relearn the art of communication, we must insure its ultimate success by cultivating positive attitudes.

Human compassion, freely transmitted between people, is true communication, and, in the final analysis, the basic ingredient of successful cooperative human experience.



NO MATTER HOW YOU SLICE IT

Have two lovely girls from our Miami offices give away free apples and you have all the ingredients needed for a successful booth at a teacher's convention.

That was the formula used in Miami at the Florida Education Association Convention April 24-28, an important annual affair for Blue Cross-Blue Shield with over 60 per cent of the teachers in Florida enrolled.

Over 2,000 apples were given

away to the teachers by our Blue Cross-Blue Shield lasses—

Rosemary Fixel and Bona Wilsey—along with a reminder that "If an apple a day can't keep the doctor away, we hope you have Blue Cross-Blue Shield."

Booths such as this provide us with an important opportunity to personally remind our subscribers of their coverage, and gives them an opportunity to ask specific questions.

**"NO MATTER HOW
YOU SLICE IT —**
Blue Cross - Blue Shield
bring more protection
to more
Florida Teachers
than any other
health care plans."
That's what the sign says
and to back it up
are Rosemary Fixel
from the 79th Street office
on the left, and her co-worker,
Bona Wilsey
from Coral Gables.



SOME CAME TO TALK



Tom Stallworth
Vice President,
Marketing



Ray Pack
Manager,
Systems/Programming



Jim Gibbons
Manager,
Subscriber Services



Charlie Webb
Manager,
Field Support Section



Wilbur Gay
Manager,
Underwriting

Keyed up sales executives can unwind at a Sheraton Hotel, so the ads say. But not the 55 sales representatives and managers who attended this year's BC/BS sales meeting at the Sheraton. They got "wound up" hearing of new goals, new benefits and new plans.

This year's annual sales meeting was held May 2-3 in a new atmosphere for most representatives who had not visited Jacksonville since the opening of the new Sheraton, site of the business sessions.

Another first for the majority of the representatives was a visit and tour of the new Blue Cross-Blue Shield building and an opportunity to see first hand where much of the work is handled which originates with their sales efforts in the field.

Basically, these annual sales meetings are held to review immediate past sales goals, but more importantly, they stress establishment of new sales and marketing goals for the coming year. Additionally, something new in the way of products or markets is usually introduced at these meetings.

Program Chairman Tom Stallworth introduced Mr. Schroder who spoke on the central theme of the meeting, "Building Today for Tomorrow's Sales." He reviewed recent past events leading to construction of the building and its completion, and future goals the company is striving to reach.

Mr. Herbert followed Mr. Schroder on the program announcing that the BC/BS Boards had approved new benefits to be added to standard contracts. Included are emergency room paid in full, minor surgery in outpatient department of hospitals, and higher room allowance under Extended Benefits endorsement.

Automated Data Processing potential capabilities with the IBM system 360 computers were explained by Ray Pack. Special emphasis was given to the new services that are available for group service and administration as a result of these larger computers.

Jim Gibbons described his department's functions on behalf of groups and detailed new administrative procedures designed to provide more efficient service to them.

A new rate formula which will involve less time and less people was introduced by Charlie Webb and Wilbur Gay. This new method in rating Master Medical coverage for groups could be used by representatives without having to request such a rate from the home office.

and SOME CAME TO LISTEN

"Open Forum" Next

Following these presentations, there were discussions in which Mary Lee Butler (Claims), Edith Bowden (Master Medical & Extended Benefits Claims), John Slye (Legal), and Joe Stansell (Blue Shield), participated. Representatives were given an opportunity at this point to ask specific questions concerning the speakers' areas of responsibility as they affect sales.

This concluded a full day's activities on Thursday at the hotel, and all representatives were escorted by bus to the new BC/BS building where they divided into three tour groups. Each group was headed by one of the hostesses who participated in Open House activities, and if the men were tired from sitting at the meetings, the girls made sure they got their share of walking through seven of the ten floors.

Group Literature Introduced

On Friday morning prior to the beginning of three workshops, Bill Peaks of the Public Relations Depart-

ment showed the representatives the new benefit materials which had just been developed and tailored to the needs of various groups.

John Brothers, Charlie Webb, Bob Fetzer and Jay Pellegrini held the "Positive Planning" workshop, followed by "Creative Sales" topics which were covered by Joe McGurrin, Dave Mancini and Mr. Peaks. Jack Bond and Wilbur Gay conducted a third workshop on why "Service is a Sales Opportunity" which concluded the business sessions.

As someone who attended all the meetings observed, "It requires more than just physical presence if you expect to profit from all the benefits crammed into one of these fast-paced meetings. Somehow, maybe because of a unique dedication to their jobs, our representatives are able to come to a meeting like this and not only take advantage of it, but even add something special."



Credit Union Pulls Surprise On Mr. Schroder



It is a well known fact to veteran employees that it's quite a feat to surprise BC/BS Executive Director H. A. Schroder, but this was accomplished on the morning of April 17 when Blue Cross Employees Credit Union President N. G. (Johnny) Johnson brought Mr. Schroder into the Board Room for the presentation of the map pictured above.

This attractively framed print of Jacksonville as it looked in 1893

was presented to Mr. Schroder as a new addition to the Board Room.

This picture was on display outside the Board Room during Open House activities and will remain in the room permanently. An inscribed plaque mounted on the bottom of the frame reads:

TO: H. A. Schroder, President,
Blue Cross of Florida, Inc.
FROM: Blue Cross Employees
Credit Union, April 1968.

The sepia-colored print shows the one and only bridge in 1893, a railroad bridge, connecting Jacksonville and the surrounding area across the St. Johns River. Now there are five bridges in the area. Blue Cross - Blue Shield is located in the lower portion of the map, extending southward from the area actually showing on Riverside Avenue.



Blue Cross Employees Credit Union members left to right: Ernie Gibson, Tom Kates, Edna Mathis, Lydia Gardner, Johnny Johnson, (Mr. Schroder and his assistant J. W. Herbert, non-members), Betty Collins, Clara Rose, Mattie Godwin, John Slye, Mabel Fleming, Judy Miscally and Evelyn Evans.

COMPETITION IS KEEN IN SPRING GOLF TOURNAMENT

Nearly 50 golfers teed off on a beautiful Saturday morning, the first day of June, for the Employees Club Spring Golf Tournament at Fairways Executive Golf Course in Jacksonville. Under sunny skies the men and a sparse number of girls competed for \$50.00 in merchandise certificates to be awarded to 12 top scorers. Not to be denied, the "fairer sex" was represented with one winner, Jane Halter, who came through with flying colors for second place in the Calloway Handicap category. Employees Club President Jack McAbee expressed his thanks on behalf of the club to Tournament Chairman Dick Meyers for his successful planning of the tournament. Mr. Meyers announced the winners and merchandise prizes as follows:

LOW GROSS:	Wilson Moore	\$10.00
	Ray Pack	\$ 5.00
	Bob Dennis	\$ 2.50
CALLOWAY HANDICAP:	Jim Nixdorf	\$12.50
	Jane Halter	\$ 7.50
	Steve Blajian	\$ 5.00
LONGEST DRIVE:	Richard Towery	\$ 2.50
LONGEST PUTT:	Chuck Gibson	\$ 2.50
CLOSEST TO PIN:	Gordon Sutton	\$ 2.50
BLIND BOGEY:	John Slye	} TIE
	Ray Pack	
	Daris Foy	



Awaiting their turn to tee off are, left to right, Tournament Chairman Dick Meyers, Ernie Gibson, H. A. Schroder, and Jim Hughes.



Dick Meyers

IT'S ALL A PART OF THE GAME...

Waiting . . . Bill Peaks

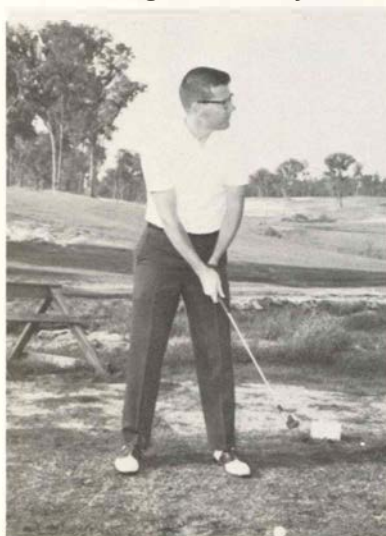
Driving . . . John Slye

Measuring . . . Ray Pack

Putting . . . Bill Fort



(Golf Photos by Mike Blazian, Mail Room)



Seniors Impressed with Offices

Future Business Leaders of America is an active club in many high schools throughout the country. It is also a group of young men and women who are prospective employees with a solid background of business training.

Nearly 20 of these young people (all females) came through the BC/BS offices with their teacher from Lee High School in Jacksonville for a close look at the business world. They were given a tour through 7 of our 10 floors by Diane Rown, Medicare, and Murl Tolli, Records, both experienced guides at our Open House functions.

The tour was interrupted for a half-hour break in the sixth floor training room where Cliff Mendoza, Personnel, spoke to the class about proper steps to take when applying for a job, what information applicants should be prepared to give in an interview, etc. Another brief talk was given to the girls by the Public Relations Department regarding business attire, attitudes, and necessary job skills.

Margaret Anderson, the FBLA teacher, states in her recent letter to Mr. Mendoza: "I want to thank you again for the wonderful tour you gave my class on May 28. Each one looked forward to the occasion, and felt that the trip more than met her expectations. This was the first time several of the girls had been in business offices and that made the trip especially worthwhile as they were impressed with all they saw . . ."



Fishing Trip Nets Travis Walker \$32.00

Thirty-two Blue Cross - Blue Shield employees and their spouses chartered the "Georgia Belle" from Monty's Marina in Mayport Saturday, June 15 for a deep-sea fishing trip.

The excursion was organized by Computer Operations, eighth floor, and reports are that it was so successful, another "voyage" may be planned in the near future.

Everyone contributed \$1.00 to the jackpot but the only one who took it home was Travis Walker, Lead Operator, who had the largest catch of the day, a 19 pound grouper which he snagged just before they started back to port. Winner up to this point was Eugene White, Supervisor in Computer Operations, and his wife, Donna, who had caught far more fish than anyone aboard.

Besides the large snapper and grouper pictured here, another big one which didn't get away was an amberjack, caught by Mona Geddis, Personnel. It was her bad luck, however, that the jackpot winner was the one who caught the largest edible fish, and Mona's catch didn't fall into this category.

Photographer Harvey Goldstein, of Computer Operations, didn't take home the biggest fish of the day, but he took the picture reproduced here of Eugene White, left, holding two of the largest snapper he caught, and Travis Walker, shown with his jackpot-winning grouper.

Little League Sponsored by Blue Cross-Blue Shield

Blue Cross-Blue Shield is batting a thousand this season with the little league ball players.

Little leaguers ages 14 and 15 are playing under the Blue Cross-Blue Shield banner this summer in the Duval County Recreational League. Uniforms and all the required baseball equipment have been furnished for these boys who are in the "Western Seniors" division of the league.

This season has been underway since May 25 and concluded action on July 11.

A letter received from a representative of the Paxon Improvement Association concerned with the boys, states: "As you know, the boys in our area benefit greatly from the program. It is people like you that help build a fine community in which to bring up our children and to make them better citizens."





The Board Room

Visitors at the Open House and Dedication were most impressed with the Board Room and its appointments, predominantly blue and turquoise colors blending in beautifully with the wood paneling and table.

The room, located on the tenth floor with the executive offices, contains this 32 foot conference table which is constructed in 8 four-foot sections. It seats 28 persons and has connections for 26 microphones.

Chairs and sofa along the sides of the room seat 13 more people.

Portraits in the opposite end of the room are of the late Dr. Leigh Robinson, first President of Blue Shield in 1945, and Mr. Ted Arnold, first President of Blue Cross in 1944.

Sliding panels in the background conceal a movie screen, cork board, and a chalk board.

Lights can be dimmed or brightened to any degree.



Souvenirs — miniature first aid kits — were given to visitors as they left the building.